

# 11th IAOM Southeast Asia Region Conference & Expo

2022 exhibitor prospectus

October 2, 2022 | Pre-conference Workshop

October 3-4, 2022 | Conference & Expo

Exhibitor Set-up from 6 to 11 a.m. on October 3

Mercure Beach Penang | Penang, Malaysia



# An invitation to **SHOWCASE** your knowledge, products and services at the 11th Annual IAOM Southeast Asia Region Conference & Expo

## IAOM Profile

The International Association of Operative Millers (IAOM) has been the leading provider of educational resources and training for the grain milling industry since its foundation in 1896. Through conferences, workshops, correspondence courses, short courses and publications, IAOM has played an integral role in the continued education and training of the professionals in this industry for 120 years. IAOM is an individual-based member organization with a 1,800-strong membership representing over 100 countries worldwide. With 15 districts and regions around the world, IAOM provides an international forum for networking; the exchange of ideas; technical and educational opportunities; and the discovery of new products and services.

## Why Exhibit at the IAOM Expo?

IAOM's trade shows are always well attended and viewed as the industry's premier event in the targeted region. But, if that's not enough...

- It is a profitable investment. Your representatives can squeeze months of sales calls into just two productive days – gaining valuable direct exposure with the decision makers, and forming strong bonds and connections.
- Industry professionals count on the IAOM Expo to stay abreast of the latest trends. Showcase your new products and services by introducing a company innovation to an entire audience of prospective customers and gaining instant feedback.
- You will reinforce your company image in the minds and practices of industry professionals. As an IAOM exhibitor you will benefit from excellent name recognition among the top milling companies in the world.
- At the 11th annual conference, your company will get the chance to explore a new market and meet potential clients within the familiar surroundings of an IAOM Conference & Expo.

## Traffic Generating Features

Exceptional exhibit hall attractions to increase traffic to your booth have been scheduled.

## Refreshment Breaks in Exhibition Area

Refreshment Breaks on Monday and Tuesday.

## Raffles and Giveaways

Let IAOM know if you will be conducting any product raffles and/or giveaways. All exhibitors offering giveaways or raffles will be featured in a flyer distributed to all conference attendees. At 11 am on Tuesday, a representative from each participating exhibitor booth will be invited to the microphone on the exhibit floor to announce their raffle prize winner.

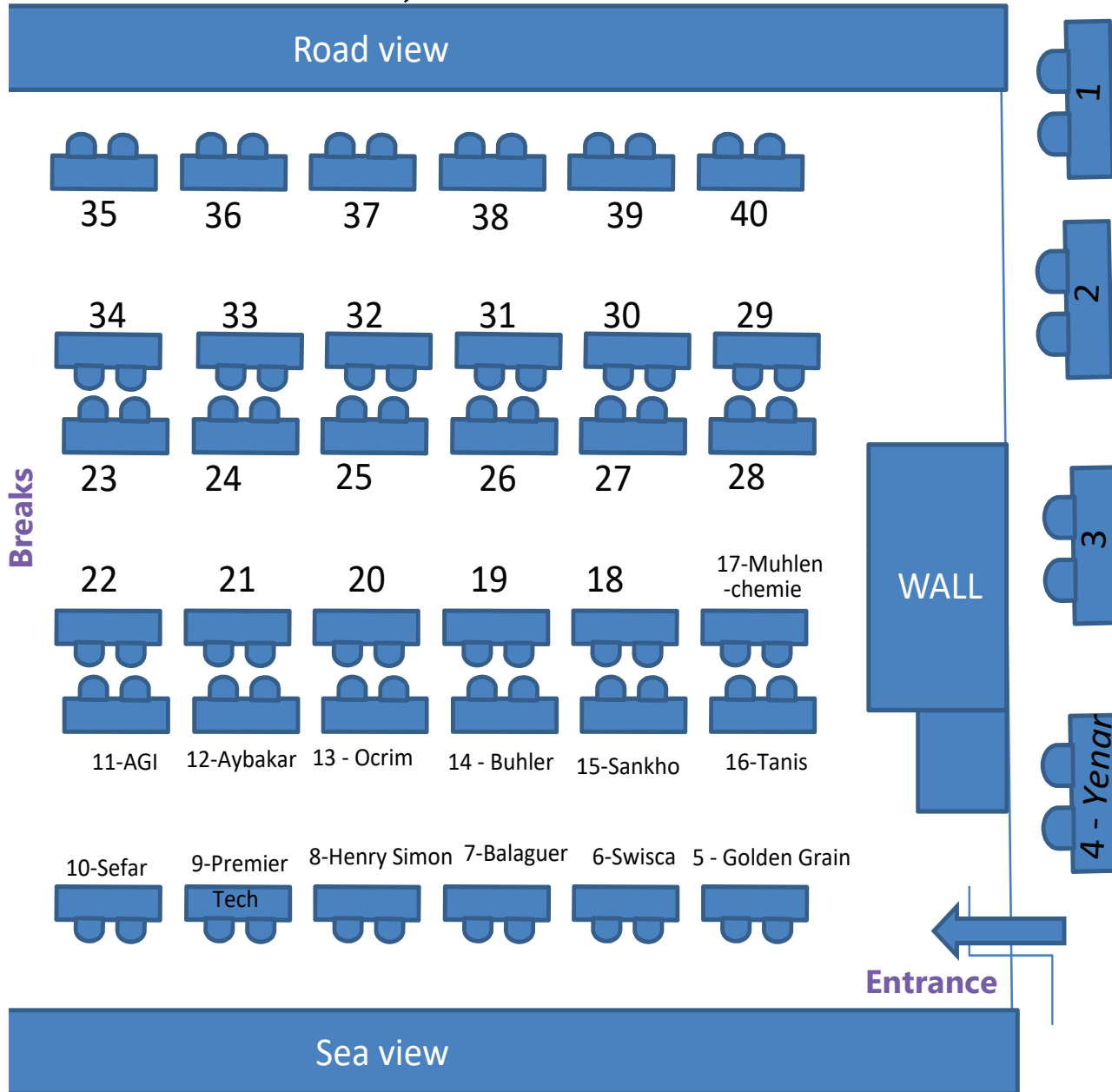
## Exhibit Hall Information

- Over 4 hours of unopposed exhibition time
- Unequaled visibility with key decision makers
- Access to educational sessions
- Acknowledgement of conference exhibitors in conference promotional materials



# PINANG ROOM, LEVEL 6

Road view



Breaks

floor plan

## EXPO TABLE RENTAL RATES

### Table Top Display Rental\*

\$2,000 for tables 5-40 | Tables 1-4 are reserved for Platinum Sponsors

\*Any product displayed must fit on the table provided.

### Exhibit Fees Include

- 180 cm x 75 cm table with a front drape
- Company name in official conference program
- Company name listed on IAOM website
- Special discounted advertising rates in IAOM publications
- 2 complimentary conference registrations
- Opportunity to introduce new product/service during What's New session

- NEW!!!** ■ Free conference access for 2 of your milling customers
- **Exhibitor Set-up will take place from 6 to 11 a.m. on October 3**

The Association reserves the right to determine the location of table assignments. Consideration will be given to applicant's participation in prior expositions and the date of receipt of the application in the IAOM office. Companies should be aware that prime space is typically assigned to companies that have a longer exhibit history. The floor plan has been designed to maximize the amount of exhibit space in conjunction with the Association's own needs on the exhibit floor. IAOM reserves the right to modify the exhibit hall floor plan, as necessary, to meet the needs of exhibitors, IAOM and the expo.

*Only registered attendees with an official conference badge will be admitted to Educational Sessions and the Expo. There will be no Expo-only passes or*

## APPLICATION PROCEDURES AND SPACE REASSIGNMENTS

Application for exhibit space must be made in writing and include a completed contract and deposit of 50% of total due. Review the floor plan and indicate on the contract three (3) preferred locations for your exhibit. Table selection and exhibitor registration are also available at [www.iaom.org/southeastasia](http://www.iaom.org/southeastasia)  
 \*The position of your booth may shift depending on the number of booths sold. \* The position of the doorways in this diagram is approximate. \* For additional equipment, please contact IAOM at [dme@iaom.org](mailto:dme@iaom.org).

## EXHIBITOR CONTRACT

The undersigned exhibitor agrees to rent and occupy \_\_\_\_\_ table top display(s) as shown on the official floor plan from IAOM during the 2022 SEA Expo. The undersigned further agrees to abide by the Rules and Regulations stated on this contract and to pay a rental fee in US dollars of \$ \_\_\_\_\_ when the contract is submitted. Rental must be paid in full by September 2, 2022. If the invoice isn't paid in full by September 2, 2022, the selected booth will be released and the company will be contacted in priority-point order to reselect a booth space.

### ACCEPTANCE AS BINDING CONTRACT:

Company Name \_\_\_\_\_ Primary Contact \_\_\_\_\_  
E-mail \_\_\_\_\_ Address \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_ Phone \_\_\_\_\_  
Website Address \_\_\_\_\_

Signature by Authorized Representative \_\_\_\_\_

Date \_\_\_\_\_

By signature above, the individual signing this contract represents and warrants that he/she is duly authorized to execute this binding contract on behalf of named Exhibitor.

COMPANY PROFILE: Please attach company profile (50-word limit) as it will appear in the official conference program (if received prior to September 2, 2022) to DME@iaom.org

NAME OF COMPANY EMPLOYEE WHO IS AN IAOM MEMBER IN GOOD STANDING : \_\_\_\_\_

***EXHIBITOR SET UP WILL TAKE PLACE FROM 6-11 AM ON MONDAY, OCTOBER 3***

TABLE TOP RENTAL FEES: IAOM MEMBER RATES: Each Table: \$2,000 USD

NONMEMBER RATES: Those exhibitors that do not have an employee who is an IAOM member in good standing will be charged an additional \$100 per booth.

Please list the company(s) you would NOT want to be near : \_\_\_\_\_

Please indicate your first three table choices here

Billing Contact (if different from above): Name \_\_\_\_\_

1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

The rental fee paid includes back and side drape, and a uniform identification sign.

Address \_\_\_\_\_ City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip \_\_\_\_\_

### METHOD OF PAYMENT:

Check enclosed (Payable to IAOM, US funds only)  Charge to following credit card:  VISA  MC  Discover  American Express

Card No. \_\_\_\_\_ Expiration Date \_\_\_\_/\_\_\_\_/\_\_\_\_ CVV \_\_\_\_\_ Cardholder Name \_\_\_\_\_

Cardholder Signature \_\_\_\_\_ Date Signed \_\_\_\_\_ Total \$ \_\_\_\_\_

Wire Transfer

Contact IAOM for bank details.

Please mail all checks and a copy of signed contract to:

IAOM

**Attn: Whitney Fox**

12351 W. 96th Terrace, Suite 100

Lenexa, KS 66215

Fax: 913-338-3553

Email: dme@iaom.org

### SPONSORSHIP PACKAGE

Please indicate your sponsorship package:

**Platinum** - \$5,000

**Silver** - \$2,000

**Gold** - \$3,000

**Bronze** - \$1,000

## SPONSORSHIP OPPORTUNITIES

Enhance your company's presence at IAOM's 11th Annual Southeast Asia Region Conference & Expo by taking advantage of IAOM's high-impact sponsorship opportunities, which will give your company the competitive edge to stand out in the crowd. This premier educational event for grain milling and seed processing professionals presents the ideal setting for showcasing your company's products and services.

As an IAOM Sponsor, your company earns very tangible special benefits. Four different sponsorship levels are available:

### BENEFITS

	PLATINUM (limit 6)	GOLD	SILVER	BRONZE
Additional complimentary registrations for exhibiting sponsors	1	0	0	0
Complimentary registrations for non-exhibiting sponsor	0	2	1	0
Sponsor ribbon for all registered staff of sponsoring company	X	X	X	X
Sponsor acknowledgment on the official conference website	X	X	X	X
Listing in conference program	X	X	X	X
Special IAOM Certificate of Appreciation	X	X	X	X
Company brochures at event*	X	X	X	
Listing in conference program with logo*	X	X		
Hyperlink from official conference website to Sponsor's URL	X	X		
Company PowerPoint slides (up to 10) displayed during breaks	X			
Platinum exhibition table in pre-function area	X			
Identified as sponsor of Reception	X			
Free conference access for 2 of your milling customers (4 total)	X			

**BUILD** and reinforce name recognition for your company and your products with more than 200 international milling industry professionals.

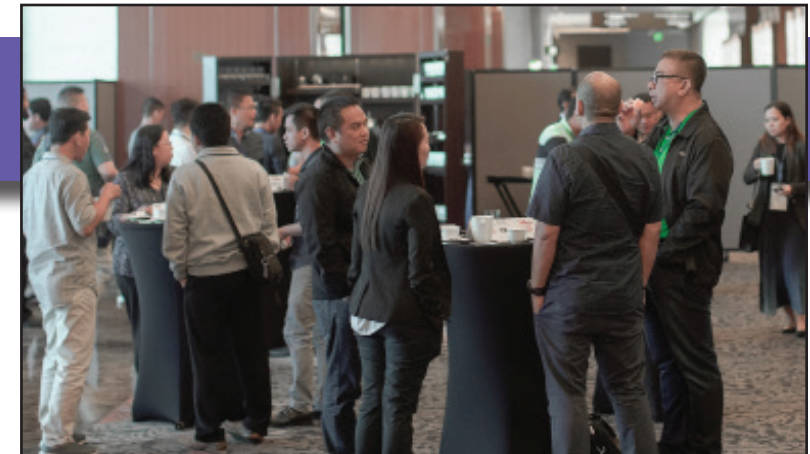
**ENHANCE** your visibility beyond the exhibit hall to achieve maximum exposure

**DEMONSTRATE** your support for the milling industry and commitment to education.

**PROMOTE** the latest in technological advances and research.

\*Display/placement determined in conjunction with sponsor and organizers

**PROFICIENCY | FELLOWSHIP | COOPERATION**



**NETWORKING**